



NEWS FOR IMMEDIATE RELEASE

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PRIME LINE® ANNOUNCES NATIONAL SALES CONTEST STARTING MARCH 1 PRIZES INCLUDE FLAT SCREEN TVs, MAC® COMPUTERS, iPADS® AND MORE

Bridgeport, Conn. (February 26, 2012) – Prime Line® (Prime Resources Corp.) announced today that its *Swing Away For Great Prizes* sales contest begins March 1 and offers prizes such as flat screen TVs, MAC® computers, iPads® and StubHub gift certificates.

Prizes will be awarded based on cumulative sales booked by individuals between March 1 and June 30, 2014. Winners will be able to choose from four prize options at each tier starting at \$5000. The contest is open to U.S. and Canadian distributor salespeople only. To see prize options and contest rules, distributors should go to www.primeline.com.

“We got a really nice response to our recently completed *Big Ticket Challenge*, which awarded prizes based on order size,” says Jeff Lederer, President of Prime Line®. “We believe a contest that awards prizes for cumulative sales will engage even more salespeople. The prizes are really fabulous and that is another motivating factor,” adds Lederer.

Prime Line® is a founding member of the Quality Certification Alliance (QCA). The company has been a leading promotional products industry supplier since 1980 and is headquartered in Bridgeport, Connecticut. For more information about Prime Line®, visit www.primeline.com.

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